

SOUTH CAROLINA CAREER GUIDANCE EFFECTIVE EXERCISES

TITLE: CAREER CLUSTER BROCHURE

SUBJECT: Guidance Activity

GRADE LEVEL(S): 6-8

SC Career Guidance Standard/Competency

- Learning to Work: Standard 3. Students will explore careers and the connection of school to work.

- Competency 3.2. Explore career choices and career clusters to develop realistic career goals

National Career Development Guidelines Goal/Indicator

- Career Management: GOAL CM3. Use accurate, current, and unbiased career information during career planning and management.

- Indicator CM3.K4. Identify several ways to classify occupations.

Lesson Objectives

1. Students will describe, in depth, one of South Carolina's 16 career clusters.

Assessment

1. Students will create a career cluster brochure that includes: description of the cluster; representative careers in the cluster with their salary ranges, outlook, and education/training requirements; work environment related to the cluster jobs; and local employers who hire for cluster related jobs.

Preparation

- Prior Learning—Orientation to South Carolina's 16 career clusters
- Handouts/Worksheets—N/A
- Resources—Career Cluster booklets, phone book and Internet for research. Paper, glue/paste, tape, scissors, crayons/markers and magazines, newspapers, and old career materials for cutting out pictures
- Time Required—90-120 minutes plus home assignment

Procedures

Part One (15 minutes)

- Give students a copy of the Career Cluster booklet and review with them South Carolina's 16 career clusters.

Part Two (60-90 minutes))

- Explain to students that they will create a colorful, eye-catching career cluster brochure.
- Assign a career cluster to pairs or small groups of students.
- Review with students the type of information they will have to research and the resources available. Suggest that they develop an outline and write a rough draft before creating the brochure.

- Give students directions for completing the brochure:
 - Have students fold their paper (along the long side) into thirds creating six panels.
 - Panel 1 (front of the brochure) will give the name of the career cluster and pictures of representative jobs from the cluster.
 - Panel 2 will have a description or definition of the cluster, sample tasks, salary ranges and outlook for jobs in the cluster.
 - Panel 3 will tell about educational levels, special training or aptitudes required, recommended high school courses, post-secondary training sites, possible college majors and colleges offering those majors.
 - Panel 4 will show work environments related to the cluster, including special clothing and tools or materials used by workers in the cluster.
 - Panel 5 will show local businesses or job openings related to the cluster. Students should be encourage to think about TV programs which portray jobs from the cluster and names of family, friends and neighbors who work in the cluster.
 - Panel 6 will tell what the students like about the career cluster, what they don't like, and a list of questions they would like to have answered.

Part Three (30-45 minutes)

- After students complete the brochure, have them give a brief presentation about their cluster to the class.
- Suggest to students that they might use SCOIS, O*Net, or visit the library to further explore occupations.
- Make the connection between the CTE career cluster programs, occupations of interest, high school courses, and developing their Individual Graduation Plan. Be sure students realize that what courses they take in high school and how well they achieve have an impact on what postsecondary education/training opportunities and careers will be open to them.

